

2020 PROMOTIONAL OPPORTUNITIES



Position your brand, ingredients, solutions & services front & center!



Contact us today for details: 212-786-7468
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www.nyscc.org/suppliers-day



GET EXPOSURE

Whether your goal is to launch a new product, differentiate yourself from competitors, increase brand awareness or simply attract more qualified prospects and buyers to your booth, NYSCC SD offers a wide range of promotional opportunities that will maximize your investment and experience at Suppliers' Day 2020.



ADDED
VALUE

AGAIN IN 2020...ALL SPONSORS will be included in the show-floor SCAVENGER HUNT!

To further engagement and ensure that you get optimal ROI on your sponsorship investment, you will automatically be featured as a Scavenger Hunt participant on the OFFICIAL SHOW MOBILE APP. Attendees will need to get a certain number of stamps by visiting select locations and sponsor booths. They will then be entered to WIN REGISTRATION & TRAVEL -HOTEL to the IFSCC Conference in Milan, Italy in the Fall of 2019! One winner will be selected each show day.

Future Chemists Workshop - Price: \$15,000

Be listed as the presenting sponsors of the event's main areas of innovation. Showcasing the leaders of tomorrow, the Future Chemists Workshop will feature a results-oriented challenge for up and coming cosmetic chemists from select colleges and universities. The FCW is the anchor of this program – with MENTOR/MENTEE initiatives also a part of this initiative! As the presenting FCW sponsor, you will be featured as an educational leader in cosmetic chemistry/personal care product development in all media/pre-event and on-site promotions, while all participants will sport lab coats branded with presenting sponsor logo. You will have an opportunity to present at the Mentor/Mentee Program.

Food Court & Seating Area - Price: \$6,000

Everyone needs to eat! Food court sponsors will be showcased with signage including your company logo and booth number. Tabletop signage will also feature sponsor logos and booth numbers. (Maximum of three sponsorships available)

Wake-Up Hour - Price: \$3,500

Wake-up Hour sponsors will have coffee and light fare in the aisle next to their booth. Don't miss the opportunity to network with attendees the first hour of each day of the show while they charge up for the day. (Maximum of five sponsorships available)



Meeting Room - Price: \$5,500

Reserve a meeting room for intimate sales presentations, client breakfasts or lunches – or a spot to regroup with your staff daily! Initial room set, signage and listing in the show directory are included with the meeting room. Audio Visual and Catering must be ordered separately. (Limited/10 sponsorships available)

8 RESERVED

Charging Lounge – Price: \$15,000 (exclusive); \$5,000 – maximum 4

Have a show floor lounge that's exclusive for you – housing charging stations with a socially interactive photo booth that provides the ultimate in engagement and fun! The lounge and the stations will be branded as yours. A concierge will greet and scan your guests. Space will be allotted for literature display and distribution. Lounge design/installation and furnishings are included; power stations with branding are included; logos/artwork would need to be provided, as well as specific information for photo framing, so we can brand accurately and feed photos out socially. (Exclusive sponsorship)



PACKAGES & GIVEAWAYS

Registration Sponsor - Price: \$8,000

Display signage throughout the immediate registration area to increase your visibility during and after the show. Every attendee will see your name, logo and booth number as they pick up their badges and show materials before walking the show floor. In addition, insert a message to all attendees on the badge confirmation – send them to your booth with an incentive – or simply talk about your innovation...the message is yours! In addition, branded pens will be available in the Registration Area. This is an exclusive sponsorship.



Badge Stock Message – Price \$12,000

RESERVED

Your logo and exclusive messaging will be in every attendee's hand for the duration of the event. Promote a give-away, invite them to your booth, talk about an innovative ingredient or solution. It's up to you! Exclusive.

Tote Bags (one logo/side) - Price: \$10,000 (Both sides \$15,000)

RESERVED

Reach attendees with your logo prominently displayed on each attendee tote bag. Bags will be handed out at registration to all attendees. After the show, most attendees bring their bags home and carry them for their personal use, increasing impressions for your brand off the trade show floor. We produce for sponsor. (Maximum of two sponsorships available)

Lanyards - Price: \$12,000

RESERVED

Reach attendees with your logo prominently displayed on each attendee lanyard. Lanyards will be handed out at registration to all attendees. Exhibitor/Sponsor produces. This is an exclusive sponsorship.

**HOT
ITEM!**

Great Idea Messaging – Price: \$3,000

1 RESERVED

Grab the attention of potential buyers before they even get in the door...or opt for post-show message to the full registration list. Take the opportunity to promote new products, offer a give-away, or promote any on-site presentations or education you may be offering. There are a total of 6 pre-event blasts available and 6 post-event blasts. These will be reserved first-come, first served.

SIGNAGE & SPLASH BRANDING

Aisle Signs - Price: \$9,500 – Maximum 3 opportunities; discount applied if exclusive

As an aisle sign sponsor, your company name and booth number will be represented throughout the exhibit hall. This is an extremely effective way to drive attendees to your booth. (Maximum of three sponsorship opportunities, 5-7 aisle signs available; 20% reduction if made exclusive)

ALL RESERVED



90-Registration/Mezzanine Banners - Price: \$10,000

The ultimate in visibility! Brand yourself with a banner hanging in the mezzanine and visible to all! Let attendees know and see your booth number before they enter the show floor. Sponsor provides materials; weight cannot exceed 400 lbs. Exact dimensions and prime registration location areas will be confirmed with agreement. Pricing includes all labor, installation/dismantle. (Six opportunities available, 2 different sizes)

1 RESERVED



Floor Decals - Price: \$10,000

A trail of sponsor-branded floor graphics or footprints affixed to the show floor will lead attendees from one of the main exhibit hall entrances directly to your booth! This is the perfect way to highlight your brand outside of your booth while literally directing attendee traffic to your sales team. Simple yet powerful, the footprints are always a hit with attendees and consistently help the sponsor stand out amongst hundreds of exhibitors on the show floor. (Maximum of three sponsorship opportunities; number of graphics to be determined based on your selection).

Registration Tile Graphics - Price: \$10,000

Have a captive audience as attendees enter the KJCC! Floor decals with your artwork will be placed in the registration area. This is a great way to familiarize all expo attendees with your brand. (Exclusive).

Glass Clings - Price: \$5,000 – Maximum 3 opportunities; discount applied if exclusive

Greet all attendees with your logo and booth number on the escalators that lead to the main expo hall entrances. (\$5,000 each or all 3 for \$12,000).

WIFI Sponsorship - Price: \$15,000

Without question, every attendee will see you! The WIFI password is branded with your company name and users will be brought to a landing page (pre and post-show) designated by you. You may capture the emails of all logging on to the service provided “compliments of you!” (One exclusive sponsorship)

THOUGHT LEADERSHIP

Presentation Theater – Show Floor - Price: \$2,000

2 RESERVED

Without question, if you are seeking thought leadership, a presentation theater slot is your best bet! You draw attendees in with your technical expertise, and then have the opportunity to invite them back to your booth for further discussion. Materials must be presented and reviewed in advance. Speaker bios/photos are required to be published in advance; a timeline confirming and requesting these materials will be made available to all participants. A table will be available in the rear of the theater for presentation materials. All attendees will be scanned when entering the theater and the list of attendees will be provided to you. (10 slots are available)



Innovation Theater & “Hub” – Price: \$3,500

7 RESERVED

Making a new product announcement? Seeking an opportunity to showcase your thought leadership and offer “touch & feel?” Then, the INNOVATION HUB is where you belong! New products (those FIRST ANNOUNCED in North America) will be the focus! Pre-show promotion and highlighting of the new products will be done before the show opens, then you will have the opportunity to capture the attendees’ attention with your technical expertise, invite them to test/review the product at the “Hub,” and then invite them back to your booth for further discussion. Materials must be presented and reviewed in advance and confirmed new for North America. Speaker bios/photos are required to be published in advance; a timeline confirming and requesting these materials will be made available to all participants. A table will be available in the rear of the theater for presentation materials, and specifics on the display area in the Innovation Hub will be provided. All attendees will be scanned when entering the theater and the list of attendees will be provided to you. (10 slots are available)

AWARDS PARTY SPONSORS



CEW's Supplier's Award: Ingredients and Formulation will be presented at NYSCC's Awards Party which takes place on the first night of Suppliers' Day 2020 (May 5th)! Just like scientific and technical presentations are made before major film and music awards programs, NYSCC will be the venue to showcase SCIENTIFIC INNOVATION! SO...this is something you won't want to miss...and something that will showcase your company name and brand as an innovator! As a supplier, you may also provide a submission in this category. So...showcase your innovation, celebrate excellence and plan to have a major presence at the 2020 event. There is something for every budget! And, the PRESENTING SPONSOR will be NYSCC's guest at the CEW BEAUTY AWARDS taking place after Suppliers' Day. The Supplier's Awards will be showcased, once again, and all awards for all categories will be presented!

Bronze Sponsor Price: \$5,000

Make your mark at our Awards Party on May 5th! The Bronze sponsorship level will include 12 tickets to the party, your logos on our screens and digital materials, show and on-site signage, verbal acknowledgement of your support throughout the evening, and your logo on our post-event thank you to all the awards party attendees. (Unlimited)

Silver Sponsor Price: \$10,000

The Silver sponsorship level includes 15 tickets, a VIP section with waiter staff for your 15 guests, and all that is included in the Bronze level. (5 available)

Gold Sponsor Price: \$15,000

A Gold level sponsorship includes 20 tickets, a VIP section with waiter service for your 20 guests, your logo on the ice sculptures and on the napkins, you'll be listed as the music sponsor, plus all that's included in the Silver and Bronze levels. (3 available)

Presenting Sponsor Price: \$25,000

The Presenting Sponsor will give you the ideal exposure at the Awards Party and on-site at NYSCC Suppliers' Day 2020! This level includes 25 tickets, a VIP section with waiter service for your 25 guests, a signature drink, staff aprons and/or t-shirts will be branded with your logo plus all that is included in the Gold, Silver, and Bronze Sponsor levels. The presenting sponsor will receive one ticket to the CEW BEAUTY AWARDS – exact date/location to be confirmed.

CONTACT: NYSCC Show Management: 212.786.7468

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For **Digital Sponsorship Opportunities**, please contact Map Your Show directly:

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